

# GROWING B.C.'S CREATIVE ECONOMY 6-MONTH UPDATE

The cultural sector is an important part of British Columbia's economy. The B.C. government and its independent creative agencies continue to invest in B.C.'s creative economy by supporting arts and culture, film, television, music, publishing, and the interactive and digital media industries.

Working closely with the sector, we are promoting the value of creativity, encouraging cooperation, and driving innovation, productivity and entrepreneurship. Growing B.C.'s creative economy is attracting new investment and creating new jobs for British Columbians.

## Here's how we are achieving success:

- \$60 million in provincial funding for artists, arts and culture organizations in 2016-17
- \$1.5 million over three years for collaborative arts spaces, promoting artistic creation and audience accessibility by increasing shared resources
- Nearly \$500,000 in International Presence funding to strengthen B.C.'s artistic presence globally
- \$300,000 over two years in artsVest B.C., a matching incentive program designed to spark new business sponsorship
- \$15 million for the BC Music Fund
- Competitive tax credits for film, television and interactive digital media
- About \$720,000 in funding and \$3.2 million in tax credits for B.C.'s book publishing industry
- \$1.75 million in provincial funding for scholarships and job experience in the cultural sector, and
- Ongoing support for the province's world-class digital media industry, generating \$3 billion annually.



Photos: Kevin Clark, courtesy of Arts Umbrella

*"The arts are the only thing that really assures a well-developed, critical thinking, creative human being. In the years ahead where climate, economic, social and ethical crises are going to be the order of the day, I can't think of any better way of creating a generation of people ready to meet those challenges with outside the box thinking and deep human compassion. This is why we do what we do."*

—Andy Toth, Arts Umbrella instructor



Christoph von Riedemann. Photo by Michael Slobodian.

Receiving \$100,000 through the Province's International Presence funding, Ballet BC garnered critical acclaim during a 2016 performance tour to the United Kingdom, New York City and the National Arts Centre in Ottawa.

Learn more about the Creative Economy at [gov.bc.ca/creativeeconomy](http://gov.bc.ca/creativeeconomy)

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## Facts:



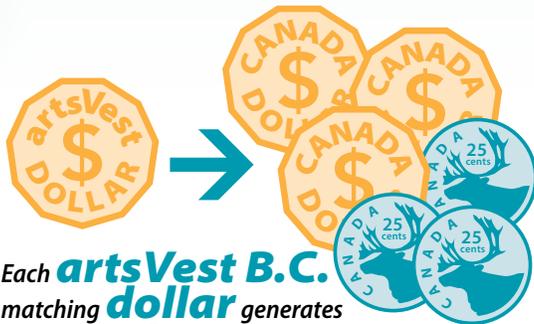
More than  
**80,000**  
British Columbians  
work in the creative sector

**CULTURAL  
GDP**

**\$6.7B**

**2010** **2014**

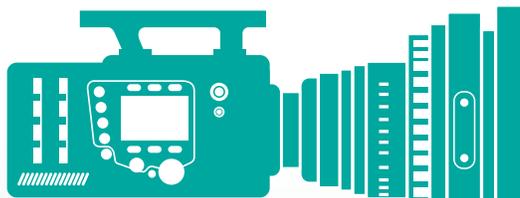
**\$1B increase**  
since 2010



Each **artsVest B.C.**  
matching **dollar** generates  
an average of **\$3.75** in additional  
business sponsorship



B.C. hosts **1,150**  
digital media companies,  
employing **16,500**  
skilled workers



B.C.'s film and television industry  
spends about **\$2 billion**  
each year

and supports about  
**25,000**  
direct and indirect jobs



Photo: Kevin Clark, courtesy of Arts Umbrella

*"My career as a lawyer doesn't have much to do with the arts, but I use the skills I learned at Arts Umbrella every day. Having been exposed to creative activities in my youth helps me to think outside the box and be a more effective problem solver, which is helpful in my career in law."*

—Mika, Arts Umbrella alumna



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